

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 2

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 57149

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

22198	AGENCY (OR SERVICE) ACTING AS AGENT FOR 172688		ADVERTISER (OR AGENCY AND ADVERTISER)		<b>Cancellation Notice</b>  <b>Required</b>  Announcement 28 days  prior notice
NAME	MESSAGE & MEDIA INC.		FRIENDS OF MATT SMITH		
AND	100 Albany St		PO BOX 13445		
ADDRESS	New Brunswick	NJ 08901-2179	Pittsburgh	PA 15243-0445	
	USA		USA		
CONTACT			PRODUCT (D) STATE SENATE - PENNSYLVANIA		
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO.	PRODUCT CODE	1310	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/05/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
ALL RATES ARE NON PRE-EMPTIBLE PAID FOR BY: FRIENDS OF MATT SMITH MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.										
1	01111..	4	05:00A	05:58A	30S	10/30/12-11/02/12	THIS MORNING 5-6AM	4	360.00	1440.00
2	01111..	4	05:58A	07:00A	30S	10/30/12-11/02/12	THIS MORNING 6-7AM	4	720.00	2880.00
3	01111..	4	07:00A	09:00A	30S	10/30/12-11/02/12	THE EARLY SHOW	4	450.00	1800.00
4	01111..	4	09:00A	09:58A	30S	10/30/12-11/02/12	THIS MORNING 9-10AM	4	225.00	900.00
5	01111..	4	11:58A	12:30P	30S	10/30/12-11/02/12	NOON NEWS	4	720.00	2880.00
6	01111..	4	04:00P	05:00P	30S	10/30/12-11/02/12	4PM EARLY NEWS	4	720.00	2880.00
7	01111..	4	05:00P	06:00P	30S	10/30/12-11/02/12	5PM EARLY NEWS M-F	4	1050.00	4200.00
8	01111..	4	05:58P	07:00P	30S	10/30/12-11/02/12	M-F ERLY NEWS	4	1080.00	4320.00
9	T-F	3	11:00P	11:35P	30S	10/30/12-11/02/12	11PM NEWS	3	2250.00	6750.00
10	Sa	1	05:58A	07:58A	30S	11/03/12-11/03/12	SAT. MORN. LOCAL NEWS	1	300.00	300.00
11	Sa	1	07:58A	10:00A	30S	11/03/12-11/03/12	SAT.CBS MORNING NEWS	1	450.00	450.00
12	Sa Sa	1	06:00P 06:58P	06:30P 07:30P	30S	11/03/12-11/03/12	SAT/SUN EARLY NEWS 6-730PM	1	750.00	750.00
13	Su	1	06:30A	07:00A	30S	11/04/12-11/04/12	THE SUNDAY BUSINESS PAGE	1	135.00	135.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 2

22198	AGENCY (OR SERVICE)		ACTING AS AGENT FOR	172688	ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME	MESSAGE & MEDIA INC.				FRIENDS OF MATT SMITH		
AND	100 Albany St				PO BOX 13445		
ADDRESS	New Brunswick		NJ	08901-2179	Pittsburgh	PA 15243-0445	
	USA				USA		
CONTACT					PRODUCT (D) STATE SENATE - PENNSYLVANIA		
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.		PRODUCT CODE	1310	
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/05/12 NO. WEEKS: 1							

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
14	Su	1	08:28A	08:57A	30S	11/04/12-11/04/12	KD/PG SUNDAY EDITION	1	200.00	200.00
15	Su	2	08:58A	10:28A	30S	11/04/12-11/04/12	CBS SUN MORN	2	650.00	1300.00
16	Su <i>Cancelled</i>		10:28A	11:30A	30S	11/04/12-11/04/12	FACE THE NATION	0	585.00	.00
17	T-F	1	06:57P	07:30P	30S	10/30/12-11/02/12	CBS EVENING NEWS	1	1080.00	1080.00
18	Sa	1	12:05A	01:05A	30S	11/03/12-11/03/12	CSI: MIAMI	1	225.00	225.00
19	Sa	1	11:58A	07:00P	30S	11/03/12-11/03/12	NCAA COLLEGE FOOTBALL	1	540.00	540.00
20	Sa	1	12:57P	07:00P	30S	11/03/12-11/03/12	NFL REGULAR SEASON GAMES	1	5000.00	5000.00
21	Su	1	11:00A	07:57P	30S	11/04/12-11/04/12	MCDONALDS'S STEELERS	1	1500.00	1500.00
22	Sa	1	11:00P	11:35P	30S	11/03/12-11/03/12	11PM NEWS	1	2025.00	2025.00
23	Su	1	11:30P	12:05A	30S	11/04/12-11/04/12	KDKA-TV NEWS AT ELEVEN	1	2025.00	2025.00
24	Th	1	11:00P	11:35P	30S	11/01/12-11/01/12	11PM NEWS	1	2250.00	2250.00
25	F	1	11:00P	11:35P	30S	11/02/12-11/02/12	11PM NEWS	1	2250.00	2250.00
26	M	1	11:00P	11:35P	30S	11/05/12-11/05/12	11PM NEWS	1	2250.00	2250.00
27	Sa	4	05:58A	07:58A	30S	11/03/12-11/03/12	SAT. MORN. LOCAL NEWS	4	300.00	1200.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222 KDKA-TV AND

22198	AGENCY (OR SERVICE) ACTING AS AGENT FOR 172688		ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME		MESSAGE & MEDIA INC.		FRIENDS OF MATT SMITH	
AND		100 Albany St		PO BOX 13445	
ADDRESS		New Brunswick NJ 08901-2179		Pittsburgh PA 15243-0445	
CONTACT		USA		USA	
LOCAL SALESPERSON		Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE 1310
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/05/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply. NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
28	Sa	1	01:05A	02:05A	30S	11/03/12-11/03/12	CRIMINAL MINDS	1	200.00	200.00
29	Su	1	04:30A	05:00A	30S	11/04/12-11/04/12	THIS MORNING 430-5AM	1	90.00	90.00
30	M	1	09:00A	09:58A	30S	11/05/12-11/05/12	THIS MORNING 9-10AM	1	225.00	225.00
31	M	2	02:58P	03:58P	30S	11/05/12-11/05/12	DR. PHIL	2	500.00	1000.00
32	M	1	12:35A	01:37A	30S	11/05/12-11/05/12	THE LATE LATE SHOW W/CRAIG	1	225.00	225.00
Total Contract:								62		53270.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						.00	53270.00	.00	53270.00	
GRAND TOTAL									53270.00	

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION